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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/881,815	06/18/2001	Ta-Ching Pong	PONG3002/BEU	9271

23364 7590 01/30/2006

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EXAMINER

VU, NGOC K

ART UNIT PAPER NUMBER

2611

DATE MAILED: 01/30/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

**Office Action Summary**

Application No.

09/881,815

Applicant(s)

PONG, TA-CHING

Examiner

Ngoc K. Vu

Art Unit

2611

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 14 November 2005.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-8 and 11-15 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-8 and 11-15 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- |  |   |
|--|---|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892)   | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                                   | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)             |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)<br>Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____  |

***Continued Examination Under 37 CFR 1.114***

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 11/14/05 has been entered.

***Response to Arguments***

2. Applicant's arguments filed 11/14/05 have been considered but are moot in view of the new ground(s) of rejection.

***Claim Rejections - 35 USC § 112***

3. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

4. Claims 1-8, and 11-15 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.

Regarding claim 1, it is unclear whether the terms "the program content" in lines 11-12, "the content of the displayed program" in line 7, and "the content of the program or other images" in line 8 are the same. Similarly to claim 14, it is unclear whether the terms "the program content" in lines 10-11, "the content of the displayed program" in line 7, and "the content of the program or other images" in line 8 are the same. Appropriate correction is required.

***Claim Rejections - 35 USC § 103***

Art Unit: 2611

5. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

6. Claims 1, 2, 7, 14 and 15 are rejected under 35 U.S.C. 103(a) as being unpatentable over Jeannin et al. (US 20020083469 A1) in view of Kitsukawa et al. (US 6,282,713 B1).

Regarding **claim 1**, Jeannin discloses a method of delivering advertising (e.g., 290, 291 – see figure 9) to a user via composite images (e.g., 310 – see figure 9) displayed to the user through a media display device (viewing device 10 – see abstract; page 2, 0030 and figure 1) comprising the steps of: displaying a program (displaying an audiovisual program, e.g., tennis game – see figure 9); and inserting, while said program is being displayed, an advertisement into a selected portion of the displayed program, said advertisement being displayed in a manner appropriate to the content of the displayed program (as shown in figure 9, an advertisement, i.e., 290 and/or 291, is inserted into a selected portion of the displayed audiovisual program, the advertisement being displayed in a manner appropriate to the content of the displayed audiovisual. For example, the advertisement 290, 291 is placed alongside a tennis court 300 of the displayed tennis program – see figure 9 and page 3, 0033), wherein said advertisement is updated based on responses to a previously inserted advertisement, said responses being submitted by the user via an interface device (it is noted that the inserted advertisement comprises only visual data but may also comprise audio and other types of data, is typically not displayed until specifically requested to be displayed. For example, the user may point to and click on the inserted advertisement, e.g., the object of interest, with an interface device, e.g., a pointer device 50. The user's click causes the further information about the object to be accessed and displayed on display 60. In other words, the inserted advertisement is a part

Art Unit: 2611

of the audiovisual program. Accordingly, the advertisement is updated based on responses to the audiovisual program being submitted by the user – see page 3, 0037).

Jeannin discloses that the program is an interactive video program (the audiovisual program is interactive video program because the user is allow to interact with the inserted advertisement of that audiovisual program – see 033-0034). Jeannin does not specifically teach the program having several possible paths, the paths being determined by responses by the user to the program content. However, Kitsukawa teaches that a television program scene 902 is displayed along with coupon information alerts 920-924 as shown in figure 9. When the user selects a coupon mode, coupon information is provided for items 910-914 in the program scene 902. In the displayed program scene 902, coupon information is available for the shoes 912 by selecting the corresponding shoe icon 922, coupon information is available for the clothing 914 by selecting the corresponding clothing icon 924...etc (see figure 9; col. 13, lines 32-41; col. 12, lines 56-65). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the system of Jeannin by providing different coupon information for corresponding items in the program in response to user's selection as taught by Kitsukawa in order to effectively enhance the television program.

Regarding **claim 2**, Jeannin discloses the step of inserting said advertisement comprises the step of merging a simulated image into the program (e.g., embedding or inserting a simulated object into the audiovisual program – see page 3, 0033).

Regarding **claim 7**, Jeannin discloses the advertisement is updated in real time (e.g., presenting the further information of the inserted advertisement when the user clicks on the selected object – see page 3, 0037).

Regarding **claim 14**, Jeannin discloses a system of delivering advertising (e.g., 290, 291 – see figure 9) to a user via composite images (e.g., 310 – see figure 9) displayed to the user

Art Unit: 2611

through a media display device (viewing device 10 – see abstract; page 2, 0030 and figure 1), comprising: means for displaying a program (displaying an audiovisual program, e.g., tennis game – see figure 9); and means for inserting, while said program is being displayed, an advertisement into a selected portion of the displayed program, said advertisement being displayed in a manner appropriate to the content of the displayed program (as shown in figure 9, an advertisement, i.e., 290 and/or 291, is inserted into a selected portion of the displayed audiovisual program, the advertisement being displayed in a manner appropriate to the content of the displayed audiovisual. For example, the advertisement 290, 291 is placed alongside a tennis court 300 of the displayed tennis program – see figure 9 and page 3, 0033), and wherein said advertisement is updated based on responses to a previously inserted advertisement, said responses being submitted by the user via an interface device (it is noted that the inserted advertisement comprises only visual data but may also comprise audio and other types of data, is typically not displayed until specifically requested to be displayed. For example, the user may point to and click on the inserted advertisement, e.g., the object of interest, with an interface device, e.g., a pointer device 50. The user's click causes the further information about the object to be accessed and displayed on display 60. In other words, the inserted advertisement is a part of the audiovisual program. Accordingly, the advertisement is updated based on responses to the audiovisual program being submitted by the user – see page 3, 0037).

Jeannin discloses that the program is an interactive video program (the audiovisual program is interactive video program because the user is allow to interact with the inserted advertisement of that audiovisual program – see 033-0034). Jeannin does not specifically teach the program having several possible paths, the paths being determined by responses by the user to the program content. However, Kitsukawa teaches that a television program scene 902

Art Unit: 2611

is displayed along with coupon information alerts 920-924 as shown in figure 9. When the user selects a coupon mode, coupon information is provided for items 910-914 in the program scene 902. In the displayed program scene 902, coupon information is available for the shoes 912 by selecting the corresponding shoe icon 922, coupon information is available for the clothing 914 by selecting the corresponding clothing icon 924...etc (see figure 9; col. 13, lines 32-41; col. 12, lines 56-65). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the system of Jeannin by providing different coupon information for corresponding items in the program in response to user's selection as taught by Kitsukawa in order to effectively enhance the television program.

Regarding **claim 15**, Jeannin discloses the step of inserting said advertisement comprises the step of merging a simulated image into a broadcast program (e.g., embedding or inserting a simulated object into an audiovisual program – see page 3, 0033).

### ***Claim Rejections - 35 USC § 103***

7. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

8. Claims **3-6** are rejected under 35 U.S.C. 103(a) as being unpatentable over Jeannin et al. (US 20020083469 A1) in view of Kitsukawa et al. (US 6,282,713 B1) and further in view of Wilf et al. (US 6,208,386 B1).

Regarding **claim 3**, Jeannin discloses *embedding or inserting the simulated object into the audiovisual program (see page 3, 0033)*. Jeannin does not explicitly disclose using “blue screen” technology for the step of merging. However, Wilf teaches using chroma-key or blue screen technology for electronically replacing a real billboard in a video image display by the

Art Unit: 2611

replacement billboard. By use of the chroma-key technology there is no requirement to transmit any occlusion data since this can be readily inserted at a receiver and the occlusion inserted in the normal manner (see col. 3, lines 39-42; col. 4, lines 21-24 and 30-32; col. 5, lines 6-20 and 46-47; col. 14, lines 29-33).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the combined system of Jeannin and Kitsukawa by using the chroma-key or blue screen technology for replacing a portion of the video image, i.e., real billboard in the video image, by a replacement portion, i.e., replacement billboard, at the receiver as taught by Wilf for the advantage of inserting an image into a video image at the receiver with less cost.

Regarding **claim 4**, the combination teaching of Jeannin and Kitsukawa as modified by Wilf further includes that application of the blue screen technology involves adding blue coloring to portions of a real-life environment (Wilf discloses that the billboard to be replaced is blank and is of colour suitable for chroma-key replacement such as blue— see Wilf: col. 5, lines 53-55).

Regarding **claim 5**, the combination teachings of Jeannin, Kitsukawa, and Wilf disclose that real-life environment is a sports venue (for example, Jeannin shows a tennis game in figure 9), and said blue-painted portions of the real-life environment are areas on which advertisements would normally be displayed, including areas of billboards (for example, Wilf discloses that in an arrangement within a stadium or other sport venue real billboards with normal advertising material will be situated on one side of the stadium to be viewed by a first plurality of cameras and chroma-key billboards will be situated on another or the opposite side to be viewed by a second plurality of cameras – see col. 5, lines 10-15).



Regarding **claim 6**, the combination teachings of Jeannin, Kitsukawa, and Wilf fail to show that a real life environment is a musical event. However, the combination teaching of Jeannin and Wilf is used in a real life environment such as a tennis game wherein advertisements are displayed on background of the event by using blue screen technology (see Jeannin: figure 9, and Wilf: col. 3, lines 39-42; col. 4, lines 21-24 and 30-32; col. 5, lines 6-20 and 46-47; col. 14, lines 29-33). In view of this, Official Notice is taken that it is well known in the art to use the combined system as taught by Jeannin, Kitsukawa, and Wilf for a musical event to present advertisements on the background of the stage. Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to present advertisements on a background of a stage in a musical event for the desirable benefit of providing the advertisements to a wider range of audiences.

9. Claims **8** is rejected under 35 U.S.C. 103(a) as being unpatentable over Jeannin et al. (US 20020083469 A1) in view of Kitsukawa et al. (US 6,282,713 B1) and further in view of Tanabe et al. (US 20010027559 A1).

Regarding **claim 8**, Jeannin does not explicitly disclose that the advertisement is updated by advertisement sponsor. However, Tanabe teaches that the advertiser can update the contents of the advertising information any time when the need arises, so that the viewer can view the latest advertising information. Tanabe further discloses that the advertiser can update the contents of advertising information (see page 3, 0032; page 4, 0059; page 10, 0146). Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the combined system of Jeannin and Kitsukawa by updating the advertisement by advertiser when the need arises as taught by Tanabe et al. to allow the viewer viewing the latest advertising information.

10. Claim **11** is rejected under 35 U.S.C. 103(a) as being unpatentable over Jeannin et al. (US 20020083469 A1) in view of Kitsukawa (US 6,282,713 B1) and in view of Stautner et al. (US 6,172,677 B1).

Regarding **claim 11**, Jeannin does not explicitly disclose the feature that the user is given the option of performing on-line or off-line transactions in response to the advertisements. However, Stautner shows in figure 2 a Pizza Hut advertisement including telephone number for the user makes an order anytime at anywhere. The user can select icon 40 to place an order on-line. By selecting icon 40, an automated sequence of events performed by the computer would then extract a proper telephone number from the data base, dial the particular number and place the users in a situation where they are in voice contact with the pizza restaurant or alternatively, provide for an automatic selection of the specifications of their desired pizza (see figure 2 and col. 5, lines 25-28; col. 6, lines 50-59). Therefore, it would have been obvious to one of ordinary skill in the art to modify the combined system of Jeannin and Kitsukawa by providing a telephone number in an advertisement for the users to order the product anytime at anywhere, or automatically dialing that number by selecting an icon to allow the users in voice contact with an operator to make an order as disclosed by Stautner in order to allow the users the option to order the product right away or later in a such convinced manner.

11. Claim **12** is rejected under 35 U.S.C. 103(a) as being unpatentable over Jeannin et al. (US 20020083469 A1) in view of Kitsukawa (US 6,282,713 B1) in view of Gautier (US 6,618,858 B1).

Regarding **claim 12**, Jeannin does not explicitly disclose a login process including the steps of determining an identity and location of the user; organizing the identity and location information into a suitable information packet; and storing the packet in the user's computing device or in computing devices located in the premises of the provider. However, Gautier

Art Unit: 2611

teaches that when a viewer logs onto services through an advanced set-top-box (ASTB), the viewer enters a TV name which is used to identify that viewer's account or identity locally on the ASTB. The viewer also enters a PIN and a service he/she wants to access. This information is then used on the local ASTB to retrieve a UID. The UID along with other information is transmitted over the network to the MSO. The MSO uses the UID to retrieve any information it needs to process the viewer's requests (see figure 3; col. 7, lines 21-36 and col. 7-8, lines 61-4). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the combined system of Jeannin and Kitsukawa by including login process as taught by Gautier in order to verify the viewer identification for accessing the service.

12. Claim 13 is rejected under 35 U.S.C. 103(a) as being unpatentable over Jeannin et al. (US 20020083469 A1) in view of Kitsukawa (US 6,282,713 B1) and Stautner et al. (US 6,172,677 B1) and further in view of Tomsen (US 20020016965 A1).

Regarding claim 13, the combination teaching of Jeannin and Stautner et al. does not explicitly disclose the steps of permitting the user to select whether to accept updating of the user's computing device. However, Tomsen teaches that a television commercial displays a prompt that asks the viewer whether the viewer wishes to "Buy now" or "Buy later". If the viewer clicks the "Buy now" selection in response to the prompt, then additional commands can be sent from the set top box to the participating merchant to allow the viewer to conduct and complete the transaction. If the viewer clicks the "Buy later" selection in response to the prompt, then the transaction is deferred. Deferral of the transaction includes saving information in the set top box (see page 4, 0034-0037). Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the combination teaching of Jeannin, Kitsukawa and Stautner by permitting the user to select whether to accept updating of the user's computing device, i.e., order an advertised product now or later, as taught by Tomsen in order

Art Unit: 2611

to allow the viewer begin a transaction to order the advertised product, or save information related to that television commercial in a convenience manner.

***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Ngoc K. Vu whose telephone number is 571-272-7306. The examiner can normally be reached on Monday-Thursday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Christopher Grant can be reached on 571-272-7294. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).



Ngoc K. Vu  
Primary Examiner  
Art Unit 2611

January 23, 2006